

**REMARKS**

Entry of this amendment, reconsideration of all grounds of rejection, and allowance of the pending claims are respectfully requested in light of the above amendments and the following remarks. Claims 6, 11 and 16 have been canceled without prejudice or disclaimer, leaving claims 1-5, 7-10, 15, and 17-20 pending herein.

(1) Claims 1-2, 4-9, 11-16 and 19-20 stand rejected under 35 U.S.C. § 102(e) as allegedly being anticipated by U.S. Patent 5,991,737 to Chen. Applicants respectfully traverse for the reasons indicated herein below.

Base claims 1, 8 and 15 have been amended to recite that the device (or method) has a “buy” switch that is preprogrammed with a user’s financial information, and that a single activation of the buy switch is all that is required for a user to purchase an item. The specification clearly provides support at least at page 5, lines 13-18 for the amendments.

Chen clearly fails to disclose or suggest at least the above claimed recitation. Nor would a person of ordinary skill in the art would have found any of the instant claims obvious in view of any teachings of Chen. Applicants note that the “order button” 30 (disclosed by Chen at column 5 and shown in Fig. 3, item 30) is note preprogrammed with a user’s financial information to permit a purchase.

Reconsideration and withdrawal of this ground of rejection are respectfully requested.

(2) Claims 3 and 10 stand rejected under 35 U.S.C. §103(a) over the combination of Chen as applied to claims 1, 7 and 15, and further in view of Anderson (U.S. 5,991,601). Applicants respectfully traverse.

The amendments made to made claims 1, 7 and 15 are clearly not suggested or motivated provided the combination of Chen and Anderson, and claims 3 and 10 are patentable at least for their dependence on a claim believed to be patentable. Reconsideration and withdrawal of this ground of rejection are respectfully requested.

(3) Claims 17 and 18 stand rejected under 35 U.S.C. §103(a) over the combination of Chen as applied to claims 1, 7 and 15 above, and further in view of Anderson and Mankovitz (U.S. 5,949,492).

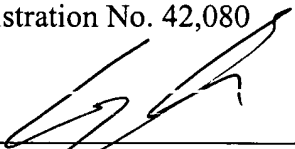
Similar to the traversal made in paragraph (2) the amendments made to made claims 1, 7 and 15 are clearly not suggested or motivated provided the combination of Chen, Anderson and Mankovitz, and claims 3 and 10 are patentable at least for their dependence on a claim believed to be patentable. Mankovitz adds nothing to the combination of Chen and Anderson that would render any of the instant claims to obvious to a person of ordinary skill in the art. Reconsideration and withdrawal of this ground of rejection are respectfully requested.

For all the foregoing reasons, it is respectfully submitted that all the present claims are patentable in view of the cited references. A Notice of Allowance is respectfully requested.

Respectfully submitted,

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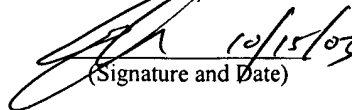
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